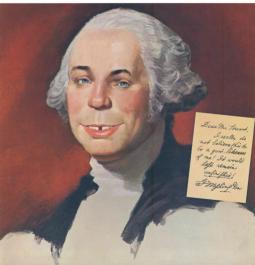
No. 181 March '76

MAD

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NUMBER 181 **MARCH 1976** "The pen is mightier than the sword . . . except when it runs out of ink!" -Alfred E. Neuman

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GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO DAVID FRAZIER ubscriptions CONTRIBUTING ARTISTS AND WRITERS the usual gang of idiots

DEPARTMENTS
AD-MISSION IMPOSSIBLE DEPARTMENT If TV Commercials Told Us Everything
BERG'S-EYE VIEW DEPARTMENT The Lighter Side Of Handicrafts
BUGS FUNNY DEPARTMENT The Cockroach
CAUGHT IN A BIND DEPARTMENT A Collection Of Paired MAD Thick And Thin Books
DON MARTIN DEPARTMENT
One Fine Day Downtown
FACULTEASE DEPARTMENT The Alfred E, Neuman University "Hard Sell" Catalogue 33
FUEL-ISH NOTIONS DEPARTMENT Some MAD Energy-Saving Devices
FUTURE SCHLOCK DEPARTMENT "Rollerbrawl" (A MAD Movie Satire) 4
HOLLAND-DAZE SOURCE DEPARTMENT
Meet Jan Van Wessum—A Refreshing Dutch Treat
Exciting Abbreviations For Non-Glamorous Jobs
JOKE AND DAGGER DEPARTMENT Spy Vs. Spy
LETTERS DEPARTMENT Random Samplings Of Reader Mail
MARGINAL THINKING DEPARTMENT "Drawn-Out Dramas" By Aragones
POLL-ISH JOKE DEPARTMENT The MAD Readers Survey
THE RHYMES WE ARE A-CHANGING DEPARTMENT Great Poems—Rewritten
YANKEE-PANKY DEPARTMENT Historical Scenes We'd Like To See Reenscred 40
"*Various Places Around The Magazine

ROLLERBRAWL (A MAD MOVIE SATIRE Pg. 4





SOME GREAT POEMS-REWRITTEN Pa. 12







THE A.E.N. UNIVERSITY "HARD SELL" CATALOGUE Pg. 33







IF TV COMMERCIALS TOLD US EVERYTHING Pa. 44

MAD—March 1975, Values J., No. 181. Published exembly accept federate, May, August and No. weaker, Sp. C., Publishimor, Ex., 485 MdDison feature, Nov. N. 1922. Sound Clear People paid of New York, N.Y., Subscriptions in U.S.A., 20 imms \$10.00, Outside U.S.A., 20 imms \$12.00. Alloy 10 veets for choose of orders to become effective. Existing cardions content consider \$1.9750 for request oil masser/pn be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fistion and semi-fiction are fictitions. A similarity without additic purpose to a living person is a coincidence.

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DEFAULT!



LETTERS DEPT.



SHAMPOOPED Your hair-lift on "Shampoo" ranks with "Patton" and "True Grit" in the MAD Movie Satire Hall Of Fame, I sent my copy to Vincent Canby of The New York Times, who brain-rinsed us into thinking the film's a classic. But, thanks to Arnie Kogen and Angelo Torres, "Clyde" Beatty and those lionesses he tamed in this incredibly over-praised cir-

cus were all prodded back into their cages. Michael Avallone East Brunswick, N.I.

Your version of "Shampoo" was a Barbara Hudson

Detroit, Mich. Your satire of "Shampoo" split my ends. Steve Moore

Arcadia, Calif U.S. COMMEMORATIVE STAMPS Frank Jacobs and Bob Clarke won't have the WFL to kick around any more. It collapsed just as soon as they gave it

the "Commemorative Stamp" whammy! Ramsey, N.J.

Clarke and Jacobs gave the World Football League the lick of death! Erwin Ross Tenafly, N.J.

I was on a No-Frills flight (no choice),

eating a No-Frills meal (no taste), reading your No-Frills magazine laughs), when I succumbed to a No-Frills sleep (no pillow). I awoke in a sweat, and thought I saw Al Jaffee as a flight attendant. Tell me, was that just a No-Frills nightmare . . . ?

Marina Del Rey, Calif.

MAD COVER CHARGE



San Francisco, Calif. Your cover on issue #179 was a cheap

shot because the price could have been another inch lower!

Doug Rover Dayton, Ohio A MAD LOOK AT BACKPACKING

Aragones' "Backpacking" proves his talent is as big as all outdoors Margaret Penney

Jersey City, N.J. BROKEN HOMES AND GARDENS My Mother and Father split up after

arguing over who was going to read "Broken Homes And Gardens" first. Minneapolis, Minn.

"Inflate-A-Daddy" made me laugh so stop it from deflating

Danny Paterno

OBNOXIOUS SPORTS SPECTATOR Silverstone and Davis might care to Sports Spectator." Pass him a mustardcovered frankfurter and don't let go of

Teddy Khour Lester Loudmouth attends college

sports, too! He sits right behind me at all Oklahoma University games A.E. Silas

Norman, Okla. FUTURE "NO-FRILLS AIR TRAVEL" GIMMICKS I laughed so hard at your "No-Frills" arricle. I almost fell out of the cargo area.

David Wilkie Arlington, Va. I failed to pass the metal detector test before boarding my plane. Your "No-Frills article must be considered a lethal weapon because I had packed that issue!

Vancouver, B.C.



FUN LADY

Ov vev and mazel toy! "Fun Lady" was a triumph! Too bad the movie wasn't. It serves Barbra Streisand right for doing a /lewish version of 'Lady Sings The Blues."

Tim Budd Westmont, III.

LIGHTER SIDE OF FAST-FOODS CRAZE I would like to send Dave Berg some flowers, Could you please tell me what hospital he's recuperating in after sampling all those "Fast-Foods"? Edward Summer

Please Address All Correspondence To: MAD, Dept. 181, 485 MADison Avenue New York, New York 10022

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STATEMENT OF OWNERSHIP, MANAGE-MENT AND CIRCULATION (Act of August 12, 1970: Section 3685, Title 39, United States Code) 1. Title of Publication: MAD. 2. Date of Filing: Oct. 1, 1975. 3. Frequency of Issue: Monthly except Feb., May, August, and Nov. 3a, Subscription Price: \$10/20 Issues. 4. Location Known Office of Publication: 4 MADison Avenue NYC 10022. 5. Location of the Headquarter's or General Busi-ness Offices of the Publishers: 485 MADison Avenue NYC 10022. 6. Names Managing Editor: Publisher: William M Gaines-485 MADison Avenue NYC 10022; Editor: Albert B. Feldstein— 485 MADison Avenue NYC 10022; Managing Editor: None. 7. Owner (If owned must be stated and also immediately Warner Communications, Inc., a public-ally held corporation—75 Rockefeller Plaza NYC 10019. 8 Known bondhold ers, mortgagees, and other security holdof total amount of bonds, mortgages or other securities: None. 9. For optional completion by Publishers mailing at the regular rates (Section 132.121, Postal Service Manual) I hereby request perin item 1 at the reduced postage rates presently authorized by 39 U.S.C. 3626.

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FUTURE SHLOCK DEPT.

As if pictures like "Earthquake" and "laws" and "rowering Infermo" aren't scary enough, Hollywood has now devised a new type of film that shows how terrible life will be like in the future . . . if you'r lacky enough not to be crushed to death, bitten to death or burned to death!Here's MAD's version of tomorrow's spectator sport:

ROLLE



RRRILL Moonface . . . as head of Let me Jonathick . . . you are the Energy Corporation.

ARTIST: ANGELO TORRES WRITER STAN HART























dedicated service!



sleeping























THE RHYMES WE ARE A-CHANGING DEPT.

Lef's face it. The great poems just don't work anymore. They're simply not rejevant. Like, what did Poe and Whitman and the other goys know of the corruption, loans, service, poem're having to put up with in the strength of the strength o

GREAT POEM To reflect the Freaky, Gr

T: PAUL COKER, JR.

ABDUL A-BUL-BUL AMIR



- Exceeding ten zillion per year, And the richest of shelks was the Grand Potentate Called Abdul A-bul-bul Amir.
- When they wanted a man for enforcing the ban That filled Western nations with fear, The lesser sheiks went to the split-level tent Of Abdul A-bul-bul Amir.
- "Our shipments shall stop, and we'll sell not a drop
 "Until their reserves disappear;
 "They'll crawl at our feet, which will be very sweet,"
 Said Abdul A-bul-bul Amir.
- "But what of our profits?" the other sheiks asked,
 "They'll soon drop to nothing, we hear."
 "It's worth any loss just to prove that we're boss."
- "It's worth any loss just to prove that we're boss,"
 Said Abdul A-bul-bul Amir.
 So, swearing by Allah, they held back their oil,
- Which paralyzed lands for and near (The Swiss they still sold, for their banks held the gold Of Abdul A-bul-bul Amir).
- But after a while there was oil leaking out, Which seemed to the sheiks rather queer; "I'm starting to think in our group there's a fink," Said Abdul A-bul-bul Amir.
- The trouble, you see, is when Arabs agree, Their pledges are seldom sincere; The cause of that leak was that crafty old shelk Called Abdul A-bul-bul Amir.

YOU ARE OLD, FATHER WILLIAM



"And your hair now should be very white;
"But it's black and it's bushy all over your head;

"Do you think, at your age, this is right?"
"It's touched up," Father William replied to his son,

"And with transplants my baldness is ended;
"Though I'm now 84, I appear 41,
"And the chicks think I'm groovy and splendid,"

"You are old," said the youth, "and I thought I would find "That your face would be sagging and wrinkling:

"But your skin is as smooth as a baby's behind
"And of lines there is scarcely an inkling."

"Had a face-lift," the old man replied, "just last year;
"Cost a bundle, but now I feel human;
"I used to come on like Redd Fox or Will Geer,
"But now I'm hot stuff like Paul Newman."

"You are old," said the youth, "for despite your new look,
"You are bogged down in hopeless senility;

"With chicks you come off as a helpless old schnook,
"Despite all your claims of virility."

"Shut your face," Father William replied; "Though it's true "That I purchased new glands last September, "Whatever I'd hoped for my hody to do, "My mind is too old to remember."

SREWRITTEN eedy, Rotten World of Today

KUBLA KHAN



In Xanadu did Kubla Khan A stately pleasure-dome decree, With marble bathtubs in each john And ev'ry room a great salon To please his family.

A builder came, surveyed the land, Proposed a deal for them to sign: "I'll build it in a year as planned; "Twill cost you only fifty grand." And Kubla said, "That's fine."

No work was done for half a year. A fact that Kubla didn't like: Said he, "You're way behind, I fear: "How come there are no workers here?" The builder said, "A strike." Two years, then three went by before

Poor Kubla stood inside his hall: The den, he noted, lacked a door, And three rooms on the second floor Had not been built at all. "Good God!" he screamed, "You can't deny

"That what you've built here is a mess "I'd like to know the reason why!" To which the builder did reply, "Poor workmanship, I guess.

So Kubla Khan left Xanadu Disgusted with his pleasure-dome: And now near Highway twenty-two He lives as many others do Inside a mobile home.

THE VII.I.AGE BLACKSMITH



Under a spreading chestnut tree The village smithy stands: The smith, a wily man is he With itchy, greedy hands, For he knows he's getting twice the sum His fifth-rate work commands

A man brings in a limping mare And says with some remorse. "She's bothered by a nail that's loose":

The smith says, "Sure, of course, "But I'm jammed up in the shop just now-"You'll have to leave your horse."

Next afternoon the man returns And hears the awful news: "Your mare dropped dead."

the smith explains, "While trying on new shoes, "But I've found you a nice gelding

"At a price you can't refuse." The customer pays through the nose As only suckers can:

The clover smith has carried out His calculated plan; Now tell me, readers, would you buy A used horse from this man?

I think that I shall never see A poem as lovely as a tree; I'd hoped, of course, that there would be A tree still left for me to see: Some lumber firm from out of town

Has chopped the whole darn forest down: But I'll show up those dirty skunks-I'll go and write a poem called "Trunks."

> O CAPTAIN! MY CAPTAIN!



O Captain! My Captain! Our graft has run its course: I hear the new Commissioner is shaking

Just yesterday McSweeney was dismisse for taking bribes I fear that you and I are next-I do

not like the vibes O Captain! My Captain!

We soon will feel the heat; They nabbed Lieutenant Harrigan, and now he pounds a beat;

They've thrown the book at Sergeant Hick for fencing stolen goods, And Swenson's turning in his badge

for shaking down two hoods. O Captain! My Captain!

I fear we are dead ducks; A Broadway pimp's confessed he slipped u

seven hundred bucks; We now must pay the penalty; to trial we'll be brought:

Let's hope we get Judge Patterson-I hear he can be bought

THE PASSIONATE SHEPHERD TO HIS LOVE

Come live with me and be my love,
As Man and Wife, 'neath God above;
We're sure to find eternal bliss—
We'ne by marriage we can't miss.
No joys will equal yours and mine,
Partisking of a love divise.

Partaking of a love divine,
And should we find that life's a bore,
We'll swing with Jane and Bon next door
Or, maybe, if it's opportune,
We'll move into a sex commune

And mix it up with studs and chicks In orgies watching porno flicks. Perhaps you'll dig companionship With leather goar and boots and whip; If so, my love, I'll serve you well

And let you chain me in a cell.

So wed me now, my precious thing,
And he my Wife and wear my ring;
Yes, let our married days begin
So we won't have in live in Sin



THE LITTLE TOY DOG



The little toy dog is covered with dust; The Tinkertoys rot on the shelf; The little toy soldiers are gathering rust, And the teddy bear sits by himself.

The little toy engine won't puff any more, And, golly, I feel like a boob— I've filled up his playroom with toys from the store, But my kid won't get up from the tube.

MY LAST DUCHESS



With spray-gun supplied by Creepy Murph: And along her brow, the purple script of Nick's-KING KONG'S A FAG and FREE THE LAPLAND SIX: That's my last duchess painted on the wall-Her chin's decorated with MARGE DIGS PAUL. And just above, in letters two feet high-MICKEY BOONEY LIVES and BUTTON YOUR FLY-I come by and look at her from time to time-Down the length of her nose run the words EAT SLIME: That's my last duchess painted on the wall: Who added her mustache I can't recall: You'll notice, in orange, THE CRUDS ARE HERE, Which crosses her face from ear to ear. And see that purple blob running down her cheek? If you look real close, it says IZZY THE FREAK; That's my last duchess-Why should I paint others

To have 'em destroyed by those spray-happy mothers?

That's my last duckess painted on the wall-

One eye's been covered by Big Mike's scrawl, Inscribed in red. AVENGER'S TURF.

THE RAVEN



Once upon a midnight dreary, while I prodered, week and weary,
Over many a quaint and curious volume of forgotten lore—
Saddenly I heard a choking, as of someone near to croaking,
And I saw a raven poking 'round the edge of my front door;
"Where' we you been?" I asked the raven, as he stagegered through my door,

Quoth the raven, "On the shore."

I could see his cost was icky, ev'ry feather gooey, sticky,
From some tanker's oil slick he fell into beyond the shore:

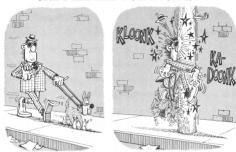
From some lanker soil sinck he tell into beyond the shore;
Also, there was no mistaking pestiledies he'd been intaking,
Causing him to lie there shaking, while he threw up on my floor;
"Are you ill?" I asked the raven, while he threw up on my floor;
Onoth the raven. "At death's door.

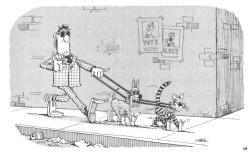
As I saw the end was nearing, suddenly I started fearing Rayens might be disappearing like the dodo bird before:

"Right on, Mec," he said, explaining, "though I'm really not complaining,
"I'm the last one who's remaining of those flocks killed by the score!"
"No," I shrieked, "there must be one surviving those killed by the score!"

Croaked the rayen. "Nevermore."

ONE FINE DAY DOWNTOWN







THE LIGHTER SIDE OF...





Then my Doctor suggested that

I try making Wire Sculptures!

So I bought a kit with this

ARTIST & WRITER DAVE BERG



After my skiing accident, I





Then I started









POLL-ISH JOKE DEPT.

Almost every magazine other than MAD (Yes, there are magazines other than MADI) runs an annual "READER SURVEY" in which they ask a couple of dozen questions to find out more about their readers. MAD has never run such a survey because, as you know, our readers come last and we really don't care to know anything about you. Frankly, we're not interested in anyone stupid enough to buy this trash magazine. However, just in case you've never had the occortmity to fill out one of these dumb things. hurry up and mail us

MAD'S FIRST PROBABLY READER SURVEY

NAME	ADDRESS	
CITY	STATEPHONE N	10
	EAR ABOUT MAD MAGAZINE? Stranger Strange Friend or Relative Othe	r
	E CONTENTS OF MAD MAGAZINE? y Excellent	nt 🗆 All Of The Above
3. WHAT IS THE POPULA	TION OF THE TOWN OR CITY IN WHICH YOU LIVE?	
	E EFFECTIVENESS OF THE POLICE FORCE IN YOUR TOW Poor	
5. WHAT ARE YOUR HOE	BIES?	
6. DO YOU COLLECT:	Stamps Rare Coins Anything Else of Value	
7. WHAT KIND OF CAR	OO YOU DRIVE?WHAT YEAR & MOD	EL IS IT?
a	S OF THE BANKS WHERE YOU KEEP YOUR MONEY?	
SIGN	YOUR NAME HERE:	
Color TV □ B&W TV	BLE ELECTRONIC EQUIPMENT OR OTHER EXPENSIVE Stereo System Tape Recorder Portable Rai Calculator Other	dio Binoculars
10. DO YOU LIVE ALONE? WHEN DO YOU GO ON HOW MUCH CASH DO	WHEN ARE YOU OUT? VACATION? YOU KEEP IN YOUR HOME OR APARTMENT? OUR HOME OR APARTMENT DO YOU KEEP IT?	
11. WHAT KIND OF LOCK	DO YOU HAVE ON YOUR DOOR?	
12. PLACE YOUR KEY IN THIS BOX AND TRACE THE OUTLINE OF IT:	PLEASE NOTIFY U	MUCH FOR YOUR HELP. IS IF YOU MOVE, IF

YOU CHANGE YOUR VACATION PLANS

FUEL-ISH NOTIONS DEPT.

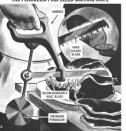
IN AN EFFORT TO FIGHT INFLATION, BY SCREWING THE OIL CARTELS

SOME MAD ENERG





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CAUGHT IN A BIND DEPT

A COLLECTION MAD TH

MARRIAGE FOR FUN & PROFIT by Earling riends I Have Made Through My Work w MARRIAGE FOR FUN S PROFIT BY MICKEY ROONEY MY LIFE IN PICTURES by Howard Hughes HE JOY OF WORKING FOR HUGH HEFNER

HE NIXON YEARS, I REMEMBER EVERY DETAIL IN J.

THE JOY OF WORKING FOR CHARLES FINLEY

WAY WITH WORDS by Howard Cosell

VINNING AN "OSCAR" IS EVERYTHING PY JACK LENNOW A WAY WITH WORDS by You Berra

B. Wales



MAKING IT ON TALENT ALONE by RAQUEL WELCH

MAKING IT ON TALENT ALONE by Katharine Hepburn

BEATING THE RAP by Spiro Agnew

ATING THE RAP by SKITCH HENDERSON

HENRY AARON; THE QUIET DIGNITY OF A SUPERSTAR

MUHAMMAD ALI; THE QUIET DIGNITY OF A SUPERSTAR

ROBERT REDFORD; SEX SYMBOL MERV GRIFFIN; SEX SYMBOL ON BEING SINCERE by Rulph Abernathy

ON BEING SINCERE BY SAMMY DAVIS, JR.

GEORGE WASHINGTON: Honesty In The Presidency RICHARD NIXON: Honesty In The Presidency

CREATIVE THINKING by John Kenneth Galbraith

HOLLAND-DAZE SOURCE DEPT.

And now, continuing our policy of spotlighting talented young cartoonists in foreign lands, we'd like you to...

MOORAANV













A REFRESHING "DUTCH TREAT!"









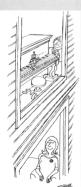


















INITIAL IMPRESSION DEPT.

Ever wonder why some professions seem more exciting and glamorous than others? Well, one reason is that the people involved are always running around. shouting

abbreviations and

initials at each

other, which makes

their work seem

twice as dramatic

as it really is!

Like this typical

hospital scene . . .

He looks bad. Doctor! Should G.P. '?

There's no time! Run an E.K.G.2, then give him 30 cc's2 O.I.D.4 and place him in the LC.U.3 with round-the-clock R.N.s*! And have the O.R. stand by

I really don't think that Why not? He's D.O.A."!

much more thrilling other duller

and boring occupations would be if they were filled with this kind of Initializing? Well, we'll show you... as MAD now offers this

selection of

Boy, can you

imagine how



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FOR GARBAGE COLLECTORS

I've got a U.L. Possibly! I told him that Good! If you with a V.I.P.C. the clink he hears is an F.C.4 requiring a U.P.¹⁴ Any chance I'm having Louie check his B.A.* for C.O.H.'I M O.27

run into any trouble with the S.J.*, call A.S.I.S.I.*

When we hit this next house. remember . . . there's a load of L.S.1. so I want you to make a T.R.1 from start to finish! You want C.C.s' and U.L.G.s'?

Absolutely! Plus an L.D.* consisting of O.P.st E.R.B.*7

H.O.R.M. and A.E.T.L. Because of their L.C.T.19

in Harry for

1. Unsuspecting Idiot 2. Vega In Perfect Condition 3. Major Overhaul 4. Faulty Cylinder

5. Unnecessary Replacement 6. Bank Account

7. Cash On Hand 8. Snow Job 9. Additional Selection of Important-Sounding Initials

1. Late Sleepers 2. Terrible Racket

3 Crashing Cans 4. Unnecessary Loud Grunts 5. Littered Driveway

6. Orange Peels 7. Hunks Of Rotting Meat 8. Anything Else That's Icky 9. Especially Rotten Behavior 10. Lousy Christmas Tip

IN PET SHOPS IN BANKS Flexner, here . . . the B.D.I.C.1 at Branch





43! I've got a T.B.D.³ applying for one of our E.H.I.L.s*! And you're concerned about his G.I.T.P.*?

Right-O! And Lalso want to make doubl sure about his S.U.3 Understandable! I'll have the head office give it the U.S.D.D.4! How's his S & P'?

Not what I'd like! But don't worry! I won't okay it unti I see the P.S.O.H.K.G.*!



1. Big Desk In The Corner 2. Two-Bit Depositor 3. Exorbitant High-Interest Loans 4. Getting It Too Painlessly

6. Usual Six-Day Delay 7. Sobbing and Pleading 8. Poor Sap On His Knees Groveling

5. Suffering Unduly

IN POST OFFICES





3. Special Deliveries 4. Items Marked Fragile

2. Lots Of Cash

3. Knowing Nothing

7. Okav

8. Postal Service Indifference



FOR MOVIE USHERS

1. Major Popcorn Spill 2. Unbousebroken Child

6. Feel and Grope 7. Sweet Teenage Girl 3. Loud Mouthed Plot Explainer 4. Illegal Smoker 8 She Likes It

5. Dirty Old Man

IN CLOTHING STORES

Hamid How about one of the gentleman H.G.P.s3 from our Q & P3 requires line? Our Head Buyer something says they're Q.P.W.S.s* this year! Naturally. L.A.G. you'll want to use our regular F.G.⁵

1. Long-Armed Gorilla

2. Hideous Green Plaids

5. Fashion Gibberish

3. Over-priced and Poorly-made

4. Quite Popular With Schmucks

Looks like a tough year! My class

consists of seven F.L.W.U.s', six

P.G.s*, four P.M.s* and a K.W.R.* who's sure to wind up in the S.R."!

PS. Nº 16

1. Four-Letter Word-Users

3. Professional Muggers

2. Psychotic Goons

FOR TEACHERS

Naturally of course. any mention of the G.T. and L.B.s Anything else?

6. Ghastly Tailoring

7. Loose Buttons

8. Tasteless Creep

10. Not Returnable

You're lucky

you're only

teaching

4. Knife-Wielding Rapist

5. State Reformatory

6. Pre-Kindergarten

9. Horrible Monstrosity

don't inform H.M.

Just the T.C. IN BEAUTY SHOPS

Why do I always get the H.C.s² that are A.B.E.E.²? Aww . . . &¢% X\$#*@!

Because I can count on you

for a beautiful S.J. !! Give

her the usual F & F3 about

the N.C.L.* of her O.C.D.J.7!

5. Flattery and Fawning

6. Natural-Looking Color

D.R.L.107 D.R.L.13

7. Editing and Rewriting

8. Ready To Throw Up

10. Delay Running It

12. Deny Receiving It

9. Buy It

11. Burn It

8. &c% XS#*@!

AT MAD MAGAZINE

Any chance

of an

No way! We were all

7. Obviously Cheap Dye Job

We could always

take the old B.I.

and D.R.I. route

No . . .

I mear

B.1.1

Gladys, dear, I'm let

in the fifth chair

1. Frizzled Old Bag

3. Avoided By Everyone Else

T.U.C.* E & R' job

An R.P. nt

H.W.

1. Latest Pathetic Script

3. The Usual Calibre

4. Ridiculous Premise

5. Gags That Don't Come Off

2. Frank Jacobs

6. Hack Writing

2. Hopeless Cases

4. Snow Job

do

L.P.S. G.T.D.C.O.s R.T.T.U.* B.1.* when we

you work on the F.O.B.

is N.R.10

JOKE AND DAGGER DEPT.



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FACULTEASE DEPT.

Pity the poor College Professor. Once his classes were full and students were begging to get in. Today, it's a different story, College enrollments are down. Classes now have empty seats, what with the Recession and guys no longer going to college to avoid he draft. What does this all mean? It means that to save their jobs, Professors are being forced to "sell" their courses to prospective students. Which is why it's only a matter of time before we'll be seeing big, splashy College Catalogues like this one:

THE **ALFRED** E. NEUMAN UNIVERSITY COMPETITIVE HARD-SELL 1976 CATALOGUE

LANGUAGES



You VILL Attack

WHICH LANGUAGE SHOULD YOU LEARN?

POPTLIGLIFSE

TALIAN?

FRENCH?



BERMAN

URGE THE DYING TONGUES OF THE DECADENT WEST

Flatsan Hall

2 p.m. M-W-F

M-W-F Flotsam Hall

Dr. Olga Karpov 1 p.m., W - F Flotsam Hall DET WITH IT WHERE THE POWER LIES! COLUMN "A" OR COLUMN "B"?



You'll Make Out With Her Better When You Speak



Thaddeus Wong 10 a.m., M.-W Flotsam Hall



ARABIC MHERE THE REALLY TRUE POWER LIEST





Enroll Now In

Doctor Ignace Szpriynski's

AN IMPORTANT MESSAGE FROM WON'T SOMEONE PLEASE TAKE his iob as I once again ask. unless I persuade at least be forced to take an indestudents to take my the plea of a dedic

11 a.m. Tues-Thurs. Flotsam Hall CONVERSATIONAL ESKIMO?

Sow! Get Beach For The Gentled Adventure 2nd, Javina Poindeader's Enic Mesterniec Of Your Entire Academic Life With 'ADVANCED PROBABILITY & STATISTICS"

MATHEMATICS

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Only Prof. Horace Windrush Covers A "Sides" Of The Subject in ANALYTIC GEOMETR Was He Handing out. Poir Or Merely Spouting A "Poir

UNDAMENTALS OF TRICONOMETRY

You Level The Excitement Of "DEFFERENTIAL CALCULUS" You Thrilled To The Challenge Of

11 a.m. Tues. Thrs. Neuman Ha "It's As Easy As Pil"

Don't Miss Doctor Hans Jungfrau's THE MATHEMATICS OF YOBELING 9 a.m. Tues.—Thrs. Newman Hall

9an. Monday-Thursday Neunan Ball

Don't Miss Doctor Hans Jungfrau's THE LANGUAGE OF YODELING 9 a.m. Mon.—Wed. Flotsom Hall

2 p.m. W-F-M Flotsam Hall

ELEMENTARY POLISH

HISTORY

FUNKHAUSER? Shouldn't Your Choice Be AMERICAN **HISTORY I** When It Comes To

George Was Away At Valley Forme its General Caster "Cay"?

'rof. Merris McCool 1 p.m. M-W Graniso Hall Nat Was The Embarraccing Disease Millard Fillnesse No Was Martha Washington's "House Guest" While American History J Fried To Hush Up?

American History I Offers Only MY Course in

- Comfy Coeducational Barcalounges Fo Relax On During Lectures!
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Irs Worth S BONUS POINTS On Your Mid-Term in Prof. Asa Troon's American History I

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9 n.m. Mon. Wed. Grunion Hall

for the Now Student! 10 a.m. M-W

The Decline of the Ottoman Empire As Seen Through the Life

Umothy Leary and His Influence 11 a.m. W-F

Room 1909 Orunion Hall

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AUGUSTUS, MARC ANTONY, CLEOPATRA MARCUS AURELIUS, CICERO, VIRGII NERO, JULIUS CAESAR, BRUTUS,

AND A SUPPORTING CAST OF THOUSANDS AND INTRODUCING TANNIBAL

TITIZENS, SOLDIERS, GLADIATORS SLAVES AND CHRISTIANS



SEATS AVAILABLE NOW! OAM MAN'S CRUNION HALL

Mon.—Wed: THE HISTORY OF YODELING Don't Miss Doctor Hens Jungfraus

LITERATURE

Which American Lit Course Should You Choose? Compare Professor Murray Mangrove's "THE AMEDICAN NOVEL"

	W	With All The Others	Others			
	Prof. Mangrove	Prof.	Prof.	Prof.	Prof.	_
Special "Breeze-Through" Mid-Terms	YES	ON	9	Q ,	9	
Sir "No-Penalty" Class-Cuts	YES	9	YES	Q.	9	

AN IMPORTANT ANNOUNCEMENT Professor Harold Brooknow

Secause of a dwindling enrollment in

emester a nine-hour intensive course 'An Examination of the Sonnet," "Sons Minor Poets of 16th Century England meny other courses dealing with have been forced to compromise my Literature that no one seem insurate T.A. principles and

1 p.m. Mon.-Wed.-Fri. Brindle Hall An Interpretation Of The JOHN LENNON Prose And Poetry Of

(For those of you who get The Message, course is teaght Mondays at 3 p.m. to Dr Mahammad Fazzel in Malcolm X Auditerium—Militari HeTI It will halp you considerably if you have prepared yourself by taking The Emergence of African Literatu in a Global Third World Society." UNDERSTAND MUTHA? NO. P. STOR

Den't Miss Doctor Hens Jungfrau's THE LITERATURE OF YODELING 11 a.m. Tues.—Thurs. Brinds Hall

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1925

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YES res res YES YES YES YES

Less Than 5% Failures Gazeranteed Second Chance Stened Students Aveidance Of Oull Authors Toberation

Final







hall To The Lectures of A HVING LEGEND? DOC EZRA MULDOON

Select The American Lit Course That Offers You MORE! THE AMERICAN NOVEL 2 p.m. M-W-F Brindle Hall

9

Dator Prizes

Selection Of Groovy Authors its Kart Vennegut Elimination Of Surprise **Ouickie*** Ouizzes

SCIENCES

DR. J.T. FERNPEATHER PROUDLY PRESENTS HIS EXTRAORDINABY EXTRAVAGANZA

BREATHTAKING MAGNIFICENT MICROBEST h

RACTERIAL

PRODUCIOUS

As The Amazing Amerba Divides Before

To The Protraction Possedennés Of The THRILL

An Dr. Fernbeather Explains The Measing MARVEL!

Sver To Be Openly An Of The Of The Above Sentence Oreanierne Of The

AMAZING OPTICS ALL BROUGHT TO LIFE THROUGH THE OF THE

3 p.m. Tuesdays & Thursdays -- Science Hall MICROSCOPE GIANT ELECTRON -ONE TERM ONLY-

Chem Lab Professor Vanda "Tubes" Edgely Says-1 HATE ICKY SMELLS JUST AS MUCH AS YOU DO!"



who've sat spellbound Byron "Mister Fins"

Not the thousands of through the gripping ectures of Professor

HAS TO BE DULL?

Physiology'

0ceanic

half's why my Chemistry course lation systems that instantly r tove any irritating smell. If yo

ou out in your own custom-made ersonal Stench and Stink Stopper Body Tent&Super Oxygen Mask." ORGANIC CHEMISTRY 2

10 a.m., Meeding-Thursday, Science Hall You May Have Already "Who Says it Hos To Stead?"

Sotten A Passing Mark I

(If You Have The Winning Number In Professor Alvir

Wimherf's "Prohistorio

Learn This and Thousands of Other Unusual Insect Facts in Dr. Humbert Hubband's Your Number Is: 750448

> Sala Orawing Before the Mid-Torns

WHO SAYS "Comparative



Not Boys, Not Adolescents, Not Pimply-Faced Teenagers

11 a.m. Mon.-Wed.

Science Hall Wilberforce

Grueling, Mind-Crushing Course Who've Got the Guts to Take My **ASTROPHYSICS** ADVANCED STRIPED TERMITE
LAYS FOUR THOUSAND HE FEMALE KOREAN FGGS THEN GETS



Sure, ii's tough, but who ever said life wa saev? If you're looking for a challengin ber with pride in years to come, a

NOT FOR SISSIES OR GOOF-OFFS!

Don't Miss Doctor Hans Jungfrau's THE SCIENCE OF YOBELING I a.m. Mon ... Wed. Science Hall

p.m. Tuesdays & Thursdays Science Hall

HUMANITIES



udents waste four years here taking 1, Wrong, He's African history mai

(but it should be) It's not for everybody PSYCHOLOG | for in later life

The NEUMAN UNIVERSITY Psychology Department Room 14 Angst Hall

mend Dr. Merris Mertzworthy NYTHOLOGY, PAGANISM INTRODUCTION TO

OR YOU SHALL BE CURSED FOREVER AND p.m., Tuesdays & Thursdays N VITCHCRAFI

are eager to help you in Dr. Edwin Froff's intro-duction to Philosophy. Dam, M. Nomme Ball









YANKEE-PANKY DEPT.

It's no big secret to anyone that America's 200th Anniversary is here. For a long time, people discussed ways to celebrate this important birthday. Somebody came up with the bright idea of hiring a Magician. As we all know, Magicians are very popular at birthday parties nowadays. But we've already got a Magician... Henry Kissinger. (Anyone catch his amazing act where he

HISTORICAL SCENES, REENACTED FOR A





Now, we're as patriotic as anybody, and we strongly believe in celebrating great historical events on such an important **HISTORICAL SCENES WE'D**



Dedicated members of the Mafia, who are proud to own this great country of ours, always look back fondly to May 12, 1897, the historic date when Gino Abondondo, the first Mafiese to come to these shares from Sicily, arrived in the New World. Here's that memorable scene, recreated by the Cosa Nostra Historical Society of New Jersey. The part of beloved Gino is acted by his grandson, Mafia Capo Angelo Abondondo. The parts of the immigrants are acted by members of Angelo's family. The men kissing Angelo's feet are members of the Newark Police Department . . . who aren't acting.



Nostalgia buffs in Poontang, Mississippi, still recall the good old days when the "Darkies" knew their place . . . at the end of a chain. But times have changed. In this scene, which recreates a heart-warming page from the past, members of the Upper Poontang Historical Society play the parts of prospective Slave Buyers. The two men on the Auction Platform are played by Poontang Street Cleaner Ed Sourlock and Poontang Mayor Chet Garrison (Note: The Auctioneer is played by Street-Cleaner Surlock and the Slave is played by Mayor Garrison, Boy, times have changed! makes Vietnam disappear?) Then there was talk of hiring a Clown. Clowns are also very popular at birthday parties. But we've already got one of those, too, (Bozo Ford is an absolute panic at the White House!) Then, the big decision was made: In cities all over the country, citizens would get into appropriate costumes and recreate great events in American history. like these

MERICA'S BICENTENNIAL CELEBRATION





occasion. But let's be realistic. America's past (and present) hasn't always been covered with glory. Here, then, are some... **LIKE TO SEE REENACTED**

AMERICA'S FIRST PSYCHOTHERAPY SESSION



Two members of the American Psychotherapy Association recreate the first therapy session to take place in America in 1912, involving the patient, Harry Grubb, and his Therapist, Dr. Bruno Bleistift. Believe it or not, today . . . 63 years later . . . the real Harry Grubb is still seeing the same therapist. Which all goes to prove what Psychotherapists have been saying for a long time . . . namely, that Psychotherapy can lead to a long life and a happy one . . . only not necessarily for the nationt, Because, today, Dr. Bleistift is 108 years old. And at \$50 an hour, 20 hours a week, he is very happy.

AN EARLY WESTERN SIX-GUN SHOOTOUT



members of the Lummox, Oklahoma chapter of the National Rifle Association as part of the Association's never-ending campaign to glorify The Great American Gun and to prove that guns aren't dangerous, and to show that the only people who don't know the difference between loaded and unloaded puns are total idiots. The two National Rifle Association executives playing the parts of the old Cowboys firing blank bullets at each other are the late idiot, Cal Klipful, and the other late idiot, Sydney Coltt.





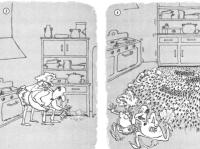




Program, it will be rented out at \$150 a room to 63 Puerto Ricar

Members of the American Medical Association's Edutrical Societies, recreate one of the most blazers memorities in American Medicals, the creat which occurred an March 4th, 1952, when four surgeons actually cancelled their doily read of golf to show up of the conception operation. The operation (Removal of a Splinter) was concern, but the position was a state of shock when they acknowled by the dide of a heart attack, (White Individually achieved by that he dide of a heart attack, (White Individually achieved by the control of the control of

One of the misst memorable scenes from America's involvement in Victions in sensected here by, the U.S. Amy Historical Society, Voter Brock, his wife, Colle, his Viventaness scentrary, of Voter Brock, his wife, Colle, his Viventaness scentrary with Way, and his 54 million in black market golf. The most excline memoral ethe scenes cours later on in the air when it is friend that the plane is overloaded and the General must get not of 1 foll of the contract of the contract of the contract of the contract and his scentrary walks, did bit his wife, Colle, never the Equation. THE COCKROACH



AD-MISSION IMPOSSIBLE DEPT.

If you're a typical MAD Reader, you know that Television Commercials insult your intelligence mainly because we've told you, although you lack the intelligence to figure out why. So now, we're gonna tell you why! The tricky thing about IV Commercials is that they don't quite lie to us...

IF TV COMMERCIALS

WHAT THEY TELL US . . .

My 14-year-old son, Blinky, spends all his after-school hours rolling on our front lawn! Just look at these stubborn grass stains ground into his tee shirt! Getting them out is a job for "TIDY"...







WHAT THEY TELL US ...

No place in the world . . . except on IGNITED AIRLINES . . . can First Class passengers enjoy watching exciting National Hockey League highlights as they fly from New York to Los Angeles!







THE PART THEY LEAVE OUT ...

Of source, IGNYED's First Class fare control of the control of the



they just bombard us with so many favorable statements, statistics, endorsements, homey playlets and "scientific" comparison tests that we never really think about the important and unfavorable facts that have been deliberately left out. Here, then, is MAD's idea of what it would be like

COLD US EVERYTHING





WHAT THEY TELL YOU ...





THE PART THEY LEAVE OUT ...

Nine out of ten ALSO discovered that eating slippery eggs can be a nauseating experience! But if you'd rather throw up than scrub a few dirty pots and pans, then you'll just love "FAZOOLA OIL"







THE PART THEY LEAVE OUT ...

Interestingly. I notice here that the same professional driver, riding on equally over-inflated tires, averaged 28 miles to a gallon in a Cadillac Eldorado . . . and 27 in a Mack Truck!

THE PART THEY LEAVE OUT . . . Naturally, those powerful ingredients also cut right through the copper and steel pipes that keep food, grease, hair and other yech from spilling all



WHAT THEY TELL US . . .







In seconds, "YICKY PLUMBER" unblocks

the drain in the sink, while the other

two brands are still at world That's

because "YICKY PLUMBER" contains a

WHAT THEY TELL US ...

Tired of the nightly chore of scrubbing your dentures by hand? Then watch this demonstration: We're dipping a string this pot of boiling cherry preserves!



Now, we're placing the pearls in raculous new "FIZZODENT!" Notice how "FIZZODENT's" bubbles work like millions of tiny brushes to clean stains away, even in hard-to-reach places between the pearls! So now

you've seen the proof!

THE PART THEY LEAVE OUT ...

Proof that "FIZZODENT" works great if you happen to have round teeth held together by flexible string with lots of open space between them! But what it proves about cleaning NORMAL dentures, I really couldn't say



WHAT THEY TELL US ... Hif I'm Dreuell Dribblins . . . pausing here in the middle of beautiful Yellowstone National Park . . . for a bowl of delicious "GRAPE GUTS"! I call "Grape Guts" Nature's Own Cereal! Its taste reminds me of wild Hickory nuts!



WHAT THEY TELL US ...



Here on NBZ's "Soft Female Police Person, our TV Control Room

monitors are all RZA Color Sets! We never use any other kind!



Here on the set of NBZ's "Cheeko And The Bigot," our studio audience sees all the action on RZA Color Sets! RZA is the only brand we ever use!

provides for our private screenings!

There's plenty of

excitement on NBZ's

"Rockford Nailfiles,"

on RZA Color Sets

that the Network

THE PART THEY LEAVE OUT . . . Those testimonials can sound mighty convincing, unless you happened to notice that the engineers we just interviewed all work for NBZ, which



THE PART THEY LEAVE OUT ...

WHAT THEY TELL US . . .



Mind your own business, Gwen! Lwill have another cup of Fern's coffee! It's not like the watery slop YOU make!

That's because

it's "HOOBAN." tastes better because it contains more full-bodied coffee beans!

I think it's great! I just wish I'd found out years ago that "HOOBAN" has much richer flavor than ordinary coffees!



I also wish I'd found out years ago

that putting in more full-bodied beans gives you a lot more CAFFEIN than you get in ordinary coffees!



ONCE UPON A TIME IN THE BLACK HILLS OF S. DAKOTA















WHAT KIND OF VICIOUS BIG SHOTS HAVE BEEN TAKING OVER OUR CITIES?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

One "Big Shot" after another has always tried to muscle in on crowded, troubled cities! Bid lately, a most vicious and dangerous type has emerged to threaten the urbanite. To discover the identity of this new menace, fold in page.



A) FOLD THIS SECTION OVER LEFT (B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE

4

SATURATED WITH POWER, THIS NEW "BIG SHOT" HAS A HEYDAY
NETTING MILLIONS FROM HELPLESS VICTIMS WHOSE PLIGHT
SPECIFICALLY AMUSES THE BIG SHOT'S MORBID VICIOUS PAIS



WHAT KIND OF VICIOUS BIG SHOTS HAVE BEEN TAKING OVER OUR CITIES?



A) (B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE SATURDAY NIGHT SPECIALS AHB